

1 pgs.



D. P. FITZGERALD
Area Manager - Operations
North East Sales Area
910 741-2053

February 23, 1996

SENT VIA FAX

R. C. Farmer
R. F. Kane
J. R. Loftin
L. T. Poole
P. E. Schmidt
M. A. Young

BRUCE
REJEC ✓
WHAT HAVE WE
DONE?
Roger

SUBJECT: FORSYTH SPECIAL "NEW DEAL" OFFER

On January 19, 1996, our Field Sales managers with Private Label accounts were notified of a special offer on Forsyth Products (FSC-8A). This offer is intended to accomplish three things:

1. **Help RJR obtain its overall 1st quarter volume objectives.**
2. **Reduce excess accrual balances presently residing in selected partners' accounts (@ \$20,000,000).**
3. **Assist partners in jump starting their PL volumes for 1996, minimizing any concerns they may have about their lowest price tier product.**

To date, Customer Financial Services has received VPR/coupon orders from only forty-seven accounts, the majority of which have not ordered product to support the promotion (only four PL product orders). I have attached a copy of the offer that was sent to our customers as well as our field managers. I request that you follow-up with your Sales people to ensure that they understand the importance of this promotion to our overall Company objectives for first quarter and to get all customers possible to participate. **To assist in this effort, we will extend this offer from the original deadline of February 15, 1996 to March 31, 1996.**

Thanks in advance for your assistance with this program. If you have any questions, please call me at extension 2053.

Don

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